



## **2014-2015 Advisory Council Successes**

The year 2014 marked the inaugural Maryland Responds Advisory Council. In 2014-2015, Council members worked in committees on a number of activities to develop the Maryland Responds program. Maryland Responds state administrators collaborated with Council members and together they:

### **Resilience Committee**

- Identified our reserve of resources for public information
- Began to develop a unified brand to apply to our fact sheets
- Disseminated Community Engagement Survey and applied findings to recruitment and engagement campaigns.

### **Recruitment Committee**

- Applied NACCHO Challenge Award to recruitment and engagement campaigns
- Published unified recruitment message through: 1) a Communications Toolkit disseminated to all local unit administrators and 2) a fact sheet to all Responders on new brand
- Developed “Responder Spotlights” to help with recruiting from specific professional backgrounds

### **Engagement Committee**

- Outlined methods for increasing participation among Unit Administrators
- Provided feedback on Maryland Responds brand through focus groups, including design and dissemination of Road to Readiness checklist
- Planned and held conference for over 250 Responders and partners

### **Strategic Action Plan**

- Completed a needs assessment to identify gaps
- Reviewed and published Strategic Action Plan

### **Training & Exercise**

- Put together training plan; connected Responders to over 40 offerings of trainings
- Identified professional boards and received approval for CEUs
- Designed template Job Action Sheets